

ACADEMIC ROADMAP

Public Relations and Advertising

Here is a recommended semester-by-semester schedule for students. It includes both courses required for this major and general-education requirements. This is only a guide. Students should meet with their academic advisers to determine how best to satisfy degree requirements. By following this schedule, students who begin as Communication majors can expect to graduate within eight semesters if they wish. Students who transfer later into the department should expect a minimum of four semesters after they have completed the 100- and 200-level core requirements. Students should take five courses per semester in order to stay on track to graduate in four years.

Freshman Year

FIRST SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Media Literacy	COM 100	
Intro Oral Communication	SPC 205	
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
College Writing I	CWP 101	

SECOND SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Intro Visual Communication	COM 215	COM 100
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
College Writing II	CWP 102	CWP 101

Notes:

Sophomore Year

THIRD SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Media Writing	COM 210	CWP 102
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		

FOURTH SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Principles of PR & Advertising	COM 301	COM 100, SPC 205, COM 210, COM 215
Group Communication	SPC 307	SPC 205
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		

Notes:

Junior Year

FIFTH SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Public Relations Writing	COM 308	COM 100, SPC 205, COM 210, COM 215
Comm Graphics	COM 322	COM 100, SPC 205, COM 210, COM 215
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		

SIXTH SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Applied Communication Research	COM 401	COM 301
Web & Social Media Production	COM 336	COM 100, SPC 205, COM 210, COM 215
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		

Notes:

Senior Year

SEVENTH SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Campaigns PR & Advertising	COM 418	COM 301, COM 308
Communication Elective 1		TBD
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		

EIGHTH SEMESTER		
Course Title	Catalog Number	Prerequisite(s)
Communication & Society	COM 450	COM 100, SPC 205, COM 210, COM 215
Communication Elective 2		TBD
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		
IF 14 Core Course/All College Elective		

Notes: